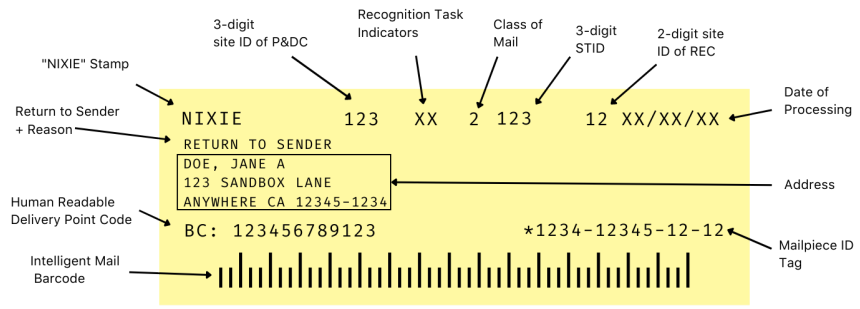




CASE STUDY:



CHARITABLE NON-PROFIT USES AI TO AUTOMATE ADDRESS EXTRACTION FROM RETURNED MAIL NIXIE POSTAL LABELS

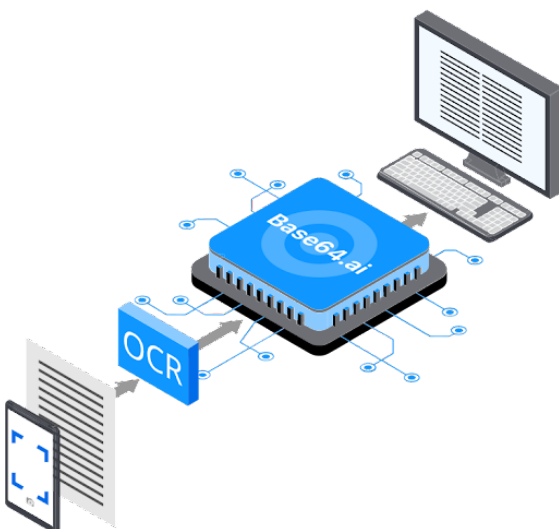
PROBLEM

The Jewish Federation of Greater Philadelphia needed to increase the accuracy of their donor address data, cut down on postage costs, and decrease the manual time spent on data extraction from returned mail.

Industry: Non-Profit

Location: United States

Use Case: Extraction of addressee information from Nixie label on returned mail to automatically update donor database & system



SOLUTION

Base64.ai constructed a machine learning model and automation that extracts all error reasons and updated addresses from the return-to-sender stickers, formally known as USPS Nixie Labels, and sends this information, along with name and account data, directly to the Jewish Federation of Greater Philadelphia's designated system.



BACKGROUND

Fundraising and donations are essential business for Non-profit organizations. Direct mail solicitation is a proven yet laborious way to increase reply rates & donations. When an existing or potential donor no longer lives at the address on file, the mail is returned by the United States Postal Service with a Nixie label. This label provides the 'return to sender reason,' which may contain the donor's new address.

The Project Director of the Jewish Federation of Philadelphia sought out a no-code automation to extract donor names, account numbers, and addresses from returned mail. The director would spend hours sorting through piles of returned mail, manually logging key information, and going to the post office to verify corrections. By utilizing Base64.ai's document understanding AI and engineering support, this savvy Non-profit accelerated its return mail processing time, reduced postage costs, and increased the accuracy of its donor list.

BASE64.AI'S 'NIXIE LABEL' READER AND NO-CODE AUTOMATION SOLUTION FOR RETURNED MAIL

By carefully considering the Jewish Federation of Greater Philadelphia's needs, Base64.ai built a first-of-its-kind 'Nixie Label' machine learning model, which extracts and categorizes all 12 return-to-sender error reasons and, most importantly, updated addresses.

Base64.ai's innovative solution prevents this Non-profit from painstakingly sorting through returned mail and then manually updating its database. Instead, through Base64.ai, a spreadsheet is updated in moments by simply uploading the mail to a folder.

Base64.ai eliminates the need to manually enter address data from Nixie Labels

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